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THIS LOOKS GOOD

Why Grow Alfalfa ?

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THAT is the question County Agent B. V. Widney of Whitley County, Ind., wanted farmers to think about. He found the solution in a "reasons contest." The newspapers of the county whole-heartedly joined in the alfalfa campaign and conducted this "reasons contest." They offered modest cash prizes to farmers who submitted the 10 best reasons why alfalfa should be grown in Whitley County. Every issue of the papers for the period of a month carried blanks on which the farmers could submit their reasons. These papers also carried other material about the contest as well as articles on alfalfa.

The response of the farmers was exceptionally good. Great interest was stimulated in the alfalfa campaign and the results were most satisfying. Signed reports received from farmers who enrolled in the campaign show that 284 farmers in Whitley County planted alfalfa for the first time in 1927.

The "reasons contest" idea lends itself to other projects. In fact, it was first used in Maine where county agents conducted such contests in communities in connection with a better-bull campaign. At some of the community meetings a prize of \$1 was offered to the farmer who would write down in 10 minutes the best reasons for owning a better bull.

This device has helped to bring farmers into action, has stimulated interest and thinking and has taught essential practices. Like all devices it has been reenforced effectively by other means such as window displays, circular letters, envelope stuffers, posters, and stickers to maintain continuity of interest and to teach the practices which were emphasized.

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